

## Clean Community Challenge (CCC) Litter Prevention Program

### **Purpose:**

Litter is a problem faced by all Georgia communities, large and small, urban and rural. Littered neighborhoods can result in property values being lowered by as much as 15% and often become home to more serious crimes. Conservative estimates indicated that over \$30 million a year is spent by state and local governments cleaning up litter in the state; in one month alone during the Great American Cleanup activities an estimated 270,000 volunteer hours (the equivalent of 130 full time workers) were spent picking up litter. Under the Comprehensive Litter Prevention and Abatement Act of 2006, littering is a crime in Georgia. Local governments may adopt and enforce ordinances that are more restrictive than state law. Tackling litter involves more than just cleaning it up. Successful litter prevention programs draw upon effective education, enforcement, and eradication (clean-up) efforts.

Litter affects the quality of life in our communities. The CCC program is an incentive based program to recognize local governments that are holistically addressing litter prevention in their community.

### **Eligibility:**

1. Local governments in Georgia are eligible to participate in the Governor's Clean Community Challenge (CCC) program. In order to be eligible local governments must be in good standing with the Comprehensive and Solid Waste Management Planning requirements of the Georgia Department of Community Affairs and must have a verified Service Delivery Strategy.
2. To be accepted into the program, a signed letter of commitment by the chief elected official for the local government must be submitted to the Department of Community Affairs.
3. The CCC program requirements and activities may be implemented by a nonprofit organization or civic group within the community. Given the strong leadership and existing efforts of Keep America Beautiful Affiliates, local governments are strongly encouraged to contact them to implement or coordinate the CCC program activities for them.

### **How to Get Involved & Take Action:**

1. Organizations and/or local programs throughout the state may sign up for the challenge on [litteritcostsyoud.org](http://litteritcostsyoud.org) and register for the Challenge.
2. Signed letters of commitment from the chief elected official must also be submitted to DCA. Please send these letters to the following address:

Clean Community Challenge, Attn. Sarah Visser  
Georgia Department of Community Affairs  
60 Executive Park South, NE  
Atlanta, Georgia 30329

### **Participation Requirements:**

1. Designate a local contact person responsible for implementing the components of the CCC Program.
2. Develop a Litter Prevention Plan/Strategy by taking the following steps:
  - a. Conduct a visual litter index/survey<sup>1</sup> in their community;
  - b. Conduct a litter attitude and awareness survey;
  - c. Review and confirm the Litter Community Profile information reported to DCA in the annual Solid Waste Management Survey;
  - d. Identify a list of partners/resources to help address littering<sup>2</sup>; and
  - e. Identify strategies for addressing litter in their community<sup>3</sup>.

Resources to complete these steps are found on *litteritcostsyoud.org*. It is expected that local governments will use the tools on this Web site to develop their litter prevention strategy and use it to log and report their progress as a participant in the Challenge.

3. Implement a litter prevention program in all three of the litter prevention areas: Enforcement, Education, and Eradication; at a minimum the programs shall include:
  - a. Enforcement:
    - i. Enactment of a litter and illegal dumping ordinance at least as restrictive as the State's Comprehensive Litter Prevention & Abatement Act
    - ii. Provide the *Litter It costs you* enforcement education materials to all law and code enforcement personnel with responsibility for enforcing the litter prevention ordinance;
    - iii. At a minimum, have at least one local staff member, prosecutor, or law enforcement officer attend the *Litter It costs you* enforcement training workshop sponsored by DCA;
    - iv. Maintain a log of enforcement activities and annually report this activity using DCA's Annual Solid Waste Management Survey.
    - v. Conduct at least one "innovative enforcement activity" and report the results, e.g. use of road blocks to distribute unsecured load information, conduct a special "litter sting" operation, establish a citizen littering reporting hotline, etc.
  - b. Education:
    - i. Must incorporate the *Litter It costs you* campaign materials and report how they were used;
    - ii. Must develop outreach programs to address both intentional<sup>4</sup> and "negligent" littering -- items that have fallen out or were blown off of trash and recycling trucks, from construction sites, unsecured loads, or debris left from damaged vehicles.
    - iii. Promotion of the YCCC program to schools and civic groups in their community.
    - iv. Measured results must be reported using the *Litter It costs you* Attitude Survey.

**Participation Requirements continued:**

- c. Eradication:
  - i. Must conduct or coordinate at least one major clean-up activity a year, including but not limited to a Great American Cleanup or Rivers Alive activity<sup>5</sup>;
  - ii. If applicable, must promote DOT's Adopt-A-Highway program
- 4. Measure Performance & Report results. Using the on-line assessment and reporting tools, local governments will be required to report their litter prevention progress on [litteritcostsyoun.org](http://litteritcostsyoun.org). For these reports, a directory of "Best Management Practices" will be developed, posted to the Web site and shared with other communities addressing similar littering or illegal dumping concerns.

**Incentives:**

Incentives include recognition by the state as a Clean Community and eligibility to receive resources and grant funding to implement local litter prevention strategies which *may* include:

- ✓ Access to Clean Community Challenge and Enforcement Workshops and customized assessment reports generated by *litteritcostsyoun.org*.
- ✓ *Litter It costs you* roadside signage and other litter prevention signage;
- ✓ GPS units and other equipment to assist in conducting litter assessments;
- ✓ Surveillance equipment to help prosecute illegal dumpers;
- ✓ Education and promotional materials;
- ✓ Ability to apply for funds under the Clean Community Challenge Grant Program
- ✓ A Fiberglass Mascot/Litter Collection and Education Center

Any littering "hotspots" identified in the state through the local assessment process will also receive additional litter prevention assistance from the state; e.g. target market for the state's limited marketing and advertising campaign.

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<sup>1</sup> Conducted by Keep America Beautiful Affiliates

<sup>2</sup> Typically known by and partnered with local Keep America Beautiful Affiliates

<sup>3</sup> Typical activity of a local Keep America Beautiful Affiliate

<sup>4</sup> Typical activity of a local Keep America Beautiful Affiliate

<sup>5</sup> Typical activity of a local Keep America Beautiful Affiliate